CADILLAC

PQA732075

BARGAIN BOOK
OUR PRICE
4 98
J.K. GILL

CADILLAC

When Henry Leland built his first single cylinder Cadillac runabout, little did he know that he was fathering what was to become one of the world's most respected automobiles. Respected because it remains the only automobile ever to win the coveted Dewar Trophy twice, once for parts standardisation, the second time for the self-starter. From 1903 to date, Cadillac has never shirked the opportunity to try new innovation in its excellent product. A superb collection of quality illustrations, supported by informative captions, tell the story of some of this famous manufacturer's most noteworthy models.

"Standard of the World" may have been dreamt up as a Cadillac advertising slogan, but it has never been an idle boast. Since the first single cylinder car was built by Henry Leland in 1902, the company has carved for itself a place at the very peak of the highly-competitive automotive industry, alongside such names as Mercedes and Rolls-Royce.

Manufacture began with the carefully-engineered, 30 mph Model A, a car which, within a year of its introduction had achieved sales in excess of production as well as creditable performances in various endurance trials.

Entry into the luxury market sector, which the company was destined to dominate in the United States, came in 1905, with the introduction of the five-seater Model D. Dramatically bigger than any of the single-cylinder models this four-cylinder car was also distinguished by its base price of $2,800!

World attention was focused on the Detroit firm three years later, when the then novel idea of parts-interchangeability won the company the coveted Dewar Trophy, an achievement that was followed by victory in the Royal Automobile Club 2,000 mile run.

To most modern-day enthusiasts, however, the name Cadillac is synonymous with the great V-12 and V-16 powered cars of the 1930s – the exciting roadsters with their sweeping, elegant lines and huge hoods, such as the magnificent Fleetwood – and the flamboyant, finned monsters of the 50s. Outrageous, exciting creations such as the Eldorado Biarritz, with its aircraft-style tail-plane, or the aggressive-looking Fleetwood 75 were a symbol of revolt against the years of wartime austerity. Today, these models tend to engender feelings of nostalgia, and yet the marque lives on in smaller, more economical but in no way inferior form.

1980 saw the introduction of the revolutionary V-8-6-4, an engine that was able to run on 4, 6 or 8 cylinders depending on the power requirements, but the system proved troublesome and unpopular with Cadillac customers, and was abandoned within two years.

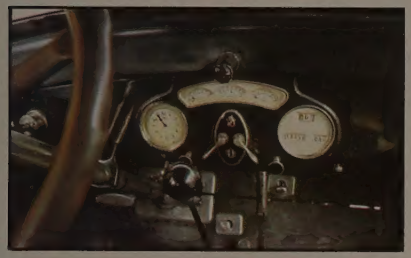
The Cimmaron, Cadillac's first four cylinder car since the Thirty, which had been dropped in 1914, is also the first in the stable in nearly thirty years that has been offered with manual transmission. A General Motors J-car with Cadillac trim, the car has been shunned by those who object to this exercise in badge engineering. Group rationalisation however, is not new to Cadillac, who have been sharing powerplants and bodies with Buick and Oldsmobile for many years. It is a practice that even Henry Leland, with his belief in parts interchangeability, would certainly have approved of.

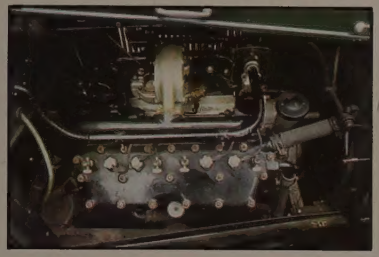
Overleaf, left the 1903 Model-A runabout, with single cylinder underslung motor. *Overleaf, right* a gleaming example of a superb 1931 V16, Cadillac's prestige leader of the day.

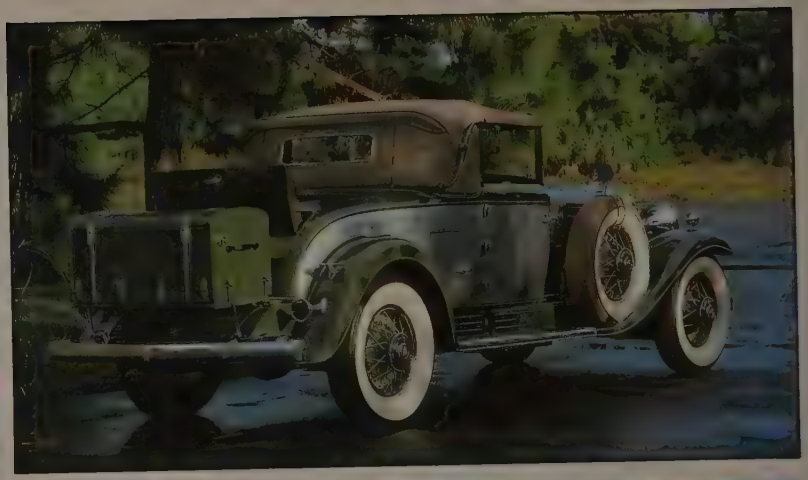
YPN 820

Pre-Classic era Cadillac: the 1924 V-63 five-passenger coupé with body by Fisher. Beneath the surface lies the smoothness of the new 90-degree crankshaft and the stopping power of the *marque's* first four-wheel brakes. Closed-car refinements include a ventilating windshield, a big sun vizor, and even some limited trunk space on this body style – sedans and tourings made do with a trunk rack. A second spare tire and rim came extra, and a few more years would elapse before front bumpers became regular equipment, even if this coupé wore quarter-bumpers at the back. The dashboard *below left* is plain, if well stocked, with drum speedometer and odometer, while the motor *below right* is likewise innocent of the high finish so often found on European contemporaries.

Overleaf, left a 1913 336 ci four cylinder Cadillac. Also equipped with a four cylinder engine was the sporting roadster of 1910 shown *overleaf, right.*



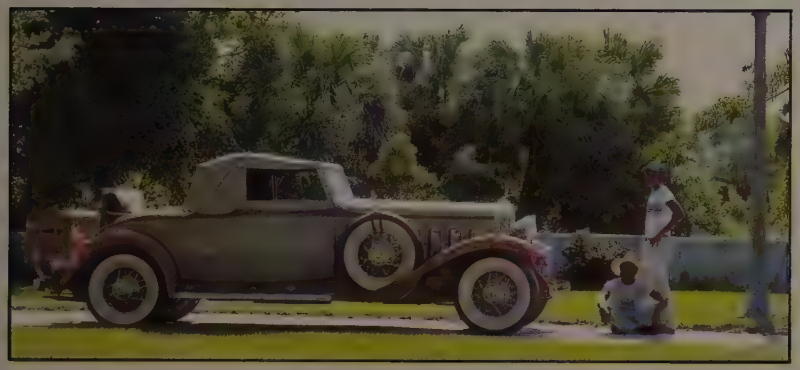




The ultimate in V-16s? A 1930 Model-452 Fleetwood two-passenger convertible coupé with the Madam-X type slightly slanted vee-windshield, and the sweep-panel two-toning pioneered by LeBaron's Ralph Roberts. All the 'Classic' equipment is present – six wire wheels, dual sidemounts in canvas covers, twin spot lamps, dual trumpet horns and a big rear trunk.

Overleaf, left the Series-370 Twelve, shown in Fleetwood All-Weather Phaeton form, undermined sales of the V16 cars at a time when the Depression was beginning to affect luxury car production. *Overleaf, right* classic roadster styling in the form of the Series 345 LaSalle with distinctive Fleetwood coachwork.

72



The V-16 went into its second season unchanged as Series 452-A. This one is a slant-windshield Fleetwood convertible coupé in GM's regulation ragtop idiom for 1932-33. On an advertised 165 horsepower the Sixteen would attain 100 mph, if only with the optional 3.47 rear axle available on early examples. Not that this mattered: the absence of audible power impulses was attraction enough. Of 4,400 valve in head Sixteens built, over three-quarters came from the 1930-31 model run.

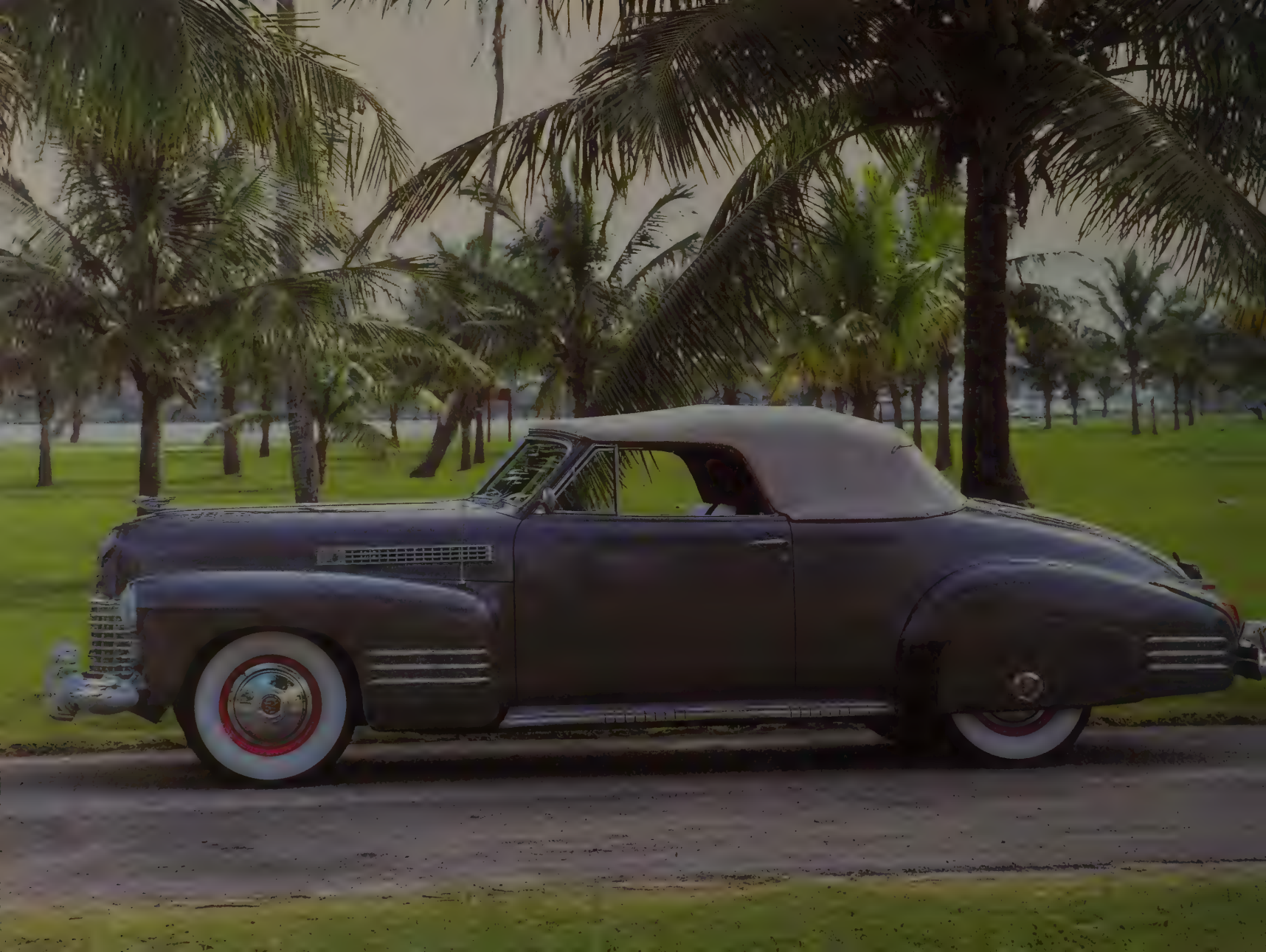
Overleaf, left a British registered Cadillac Sixty Special, a Bill Mitchell design that was to prove particularly influential. *Overleaf, right* an eight-cylinder dual cowl phaeton of 1931, complete with Goddess mascot.

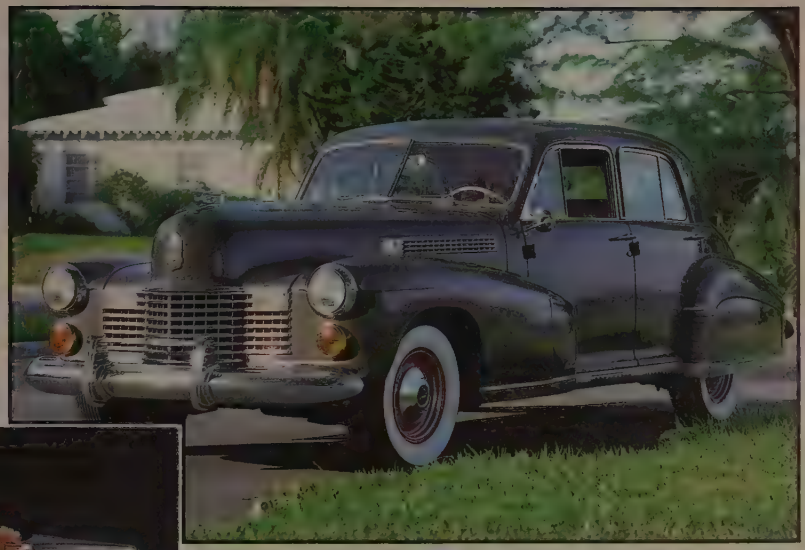
V-16 customers got twin spot lamps where eights and twelves usually made do with one. One almost never saw Cadillacs of this era without a stone-guard, either. The heron mascot *left* was a factory option from 1929 to 1933, the alternative being the first of the Cadillac goddesses.

Cadillac
GJO 687

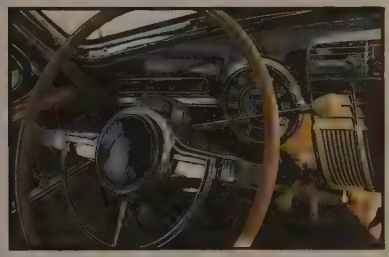
BIRTHPLACE OF SPEED
ORMOND BEACH FLORIDA

The American Custom Body Era was over by 1940. Shown *this page* is one of only three long-chassis Model-75 V-8s of the 1940 model run supplied to custom coachbuilders, in this case Brunn of Buffalo, usually associated with Lincolns. The cowl is stock Cadillac, but the rest is true Custom, not the more familiar padded-top modification of a limousine. Price is not on record, but this one would have cost a lot more than the $3,360 asked for the regular seven-passenger Imperial. It is hard to see what a specialist coachbuilder could have done with the 1947 Model-62 convertible *facing page,* still a flathead V-8 of 346 ci, and still with a separate chassis riding on semi-elliptics at the rear. The shape is warmed-over 1942, with only minor changes, but automatic transmissions were on the march, and very few '47s would have come factory-equipped with anything other than four-speed Hydramatic.





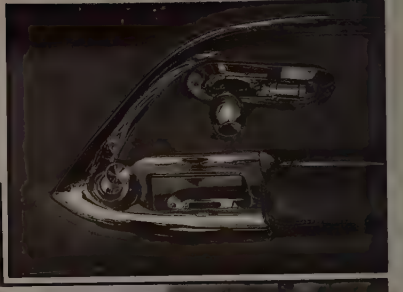
Almost 15 years separate the 1941 Sixty Special *this page* and the 1955 Model-62, illustrated *facing page* in convertible form. The Sixty, now in its fourth season, had acquired an automatic transmission with the characteristic column-mounted selector and extended brake pedal, made possible by the absence of a clutch. Lack of running boards had come with earlier Sixties, but now the car was given a bold, new-style "eggcrate" grill that would become a distinguishing feature of the marque. The panoramic wraparound windscreen, as featured on the post-war 62, had first appeared in 1954, the year that power-assisted steering became standard. Slab sides had by now replaced the more bulbous wings of pre-war cars and modest fins had made a tentative appearance. Both cars shared the same basic powerplant, however, which remained an updated version of the tried and tested V8 that had first been introduced with the LaSalle in 1915. The latest 331 ci engine pushed out 250 horsepower on a compression ratio of 9:1. The 6267D convertible coupe of 1941 *previous pages, left* shows strong Sixty Special styling influence. Also from 1941 is the Model-67 sedan *previous pages, right.*

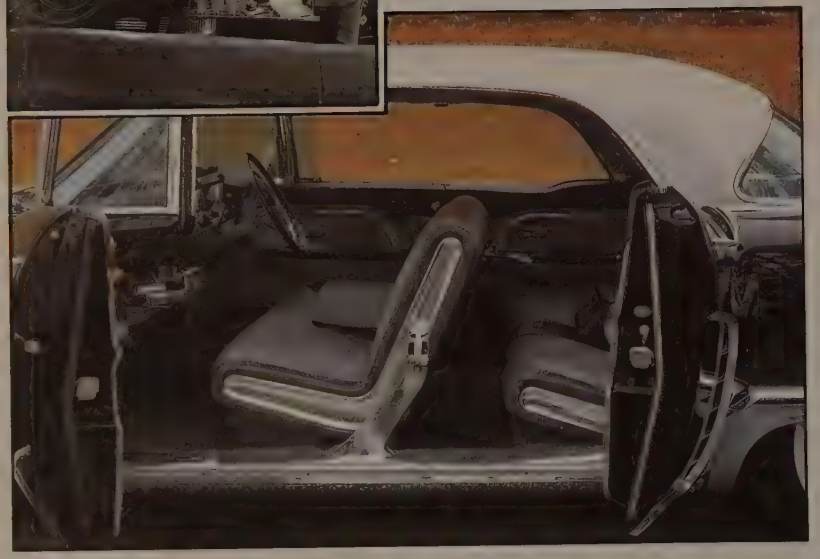


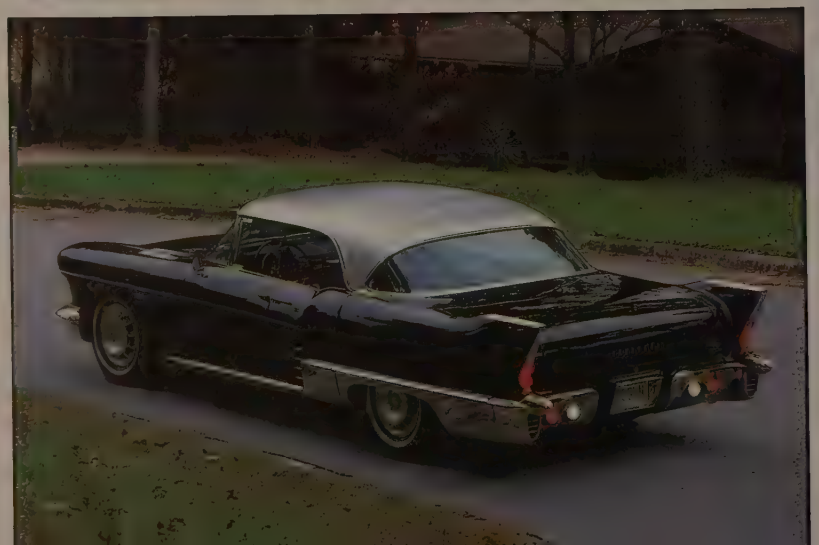
915

At the top of the post-World War II range was the Fleetwood 75, or luxury for nine. And if a regular Cadillac seemed big, this one's vital statistics were formidable: a wheelbase just short of 150 inches, a bumper to bumper length of 236 inches and a dry weight well over 5,000 pounds. Four cigar lighters, two electric clocks, and power brakes, seats, windows and divider were part of this 1956 package; air conditioning was an established regular option. Paintwork was usually black, although interior fabrics came in a pretty wide choice of broadcloths or Bedford Cords. Demand was limited but steady at 1,500-2,000 units a year during the 50s. The 75 wasn't, of course, the largest Cadillac: one step further still was the Professional Car Chassis for ambulance and hearse bodies which ran to 158 inches of wheelbase in 1956.

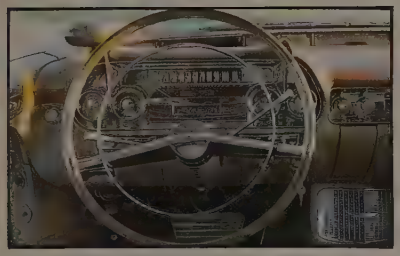
1957's super-car, the Eldorado Brougham *these pages and overleaf, left* with air suspension cost $13,074 – twice that of the exotic Eldorado Biarritz convertible. Styling was four-door pillarless hardtop and the brushed stainless steel top shows up well in these pictures. Detail was most elaborate, as witness the smoker's companion *top right* and the big glovebox on the facia *top left*, which came complete with tumblers, lipstick, cologne and cigarette case. *Overleaf, right* the Sedan de Ville variant from the 62 range of 1959.



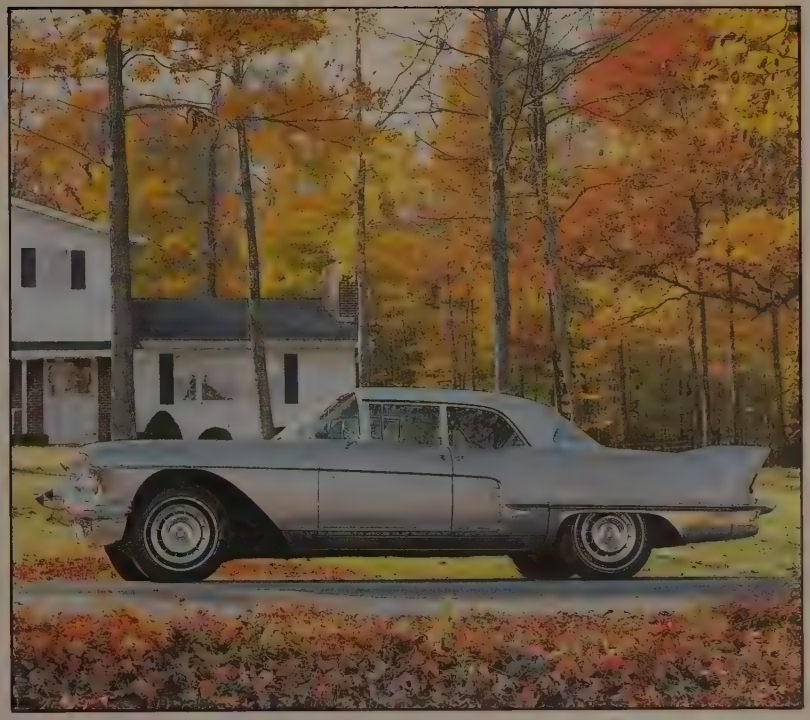


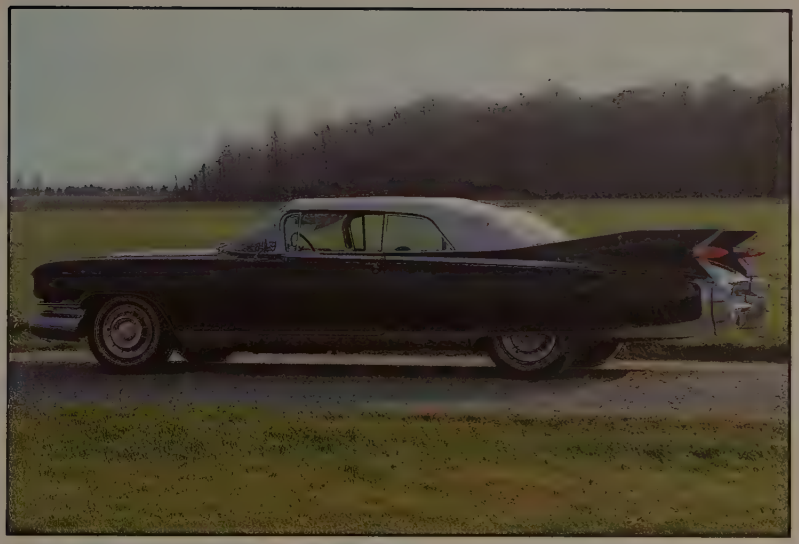


With the windows up, the 1957 Eldorado Brougham presents a conventional sedan appearance belied by the doors-open interior view *right* showing one of the 45 catalogued trim options. Two cigar lighters, all-transistor AM radio with automatic antenna, and tinted glass were standard, too.



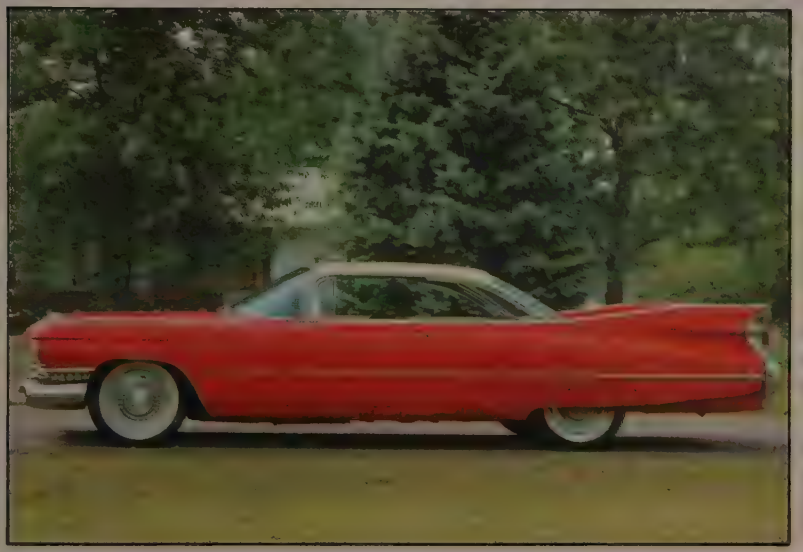
Fin and tail-light treatment *left*. Other equipment included automatic door locks, electrically-operated trunk lid, quadruple horns, and a six-way power front seat with built-in memory. The air bag suspension, alas, had its problems, and Cadillac lost money on each one of the 704 Broughams they built.





Outrageous tail-fin and rear light treatment characterised the 1959 Eldorado Biarritz convertible, with 390 ci of valve-in-head V-8 and 345 horsepower thanks to triple, two-barrel carburettors. Quad headlamps were a standard by now, and the "dog's leg" windshield was still with us. Convertibles were still good business, too: Cadillac sold 1,320 of this model, despite a $7,400 price tag. The Eldorado script aft of the front wheel arch was a quick recognition feature. Almost all the 'extras' air conditioning apart, came as standard.

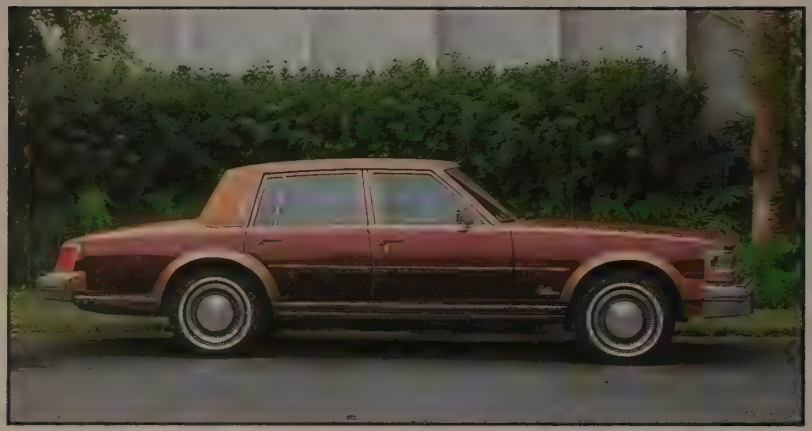
As ostentatious as the cars themselves, His and Her plates distinguish a pristine pair of Cadillac 62s. Production of the convertible *facing page*, which was powered by a 390 ci, single carburettor, 320 horsepower version of the V8 motor, exceeded an impressive 11,000, while model-year figures were in excess of 142,000 units.



Both cars are 1959 models, the year that the famous Cadillac tail fin reached its peak. Extreme wraparound windshields were another feature of the year's production. The Coupé de Ville *this page* had probably the sleekest profile of all the cars that made up this memorable model range.

In 1968, Cadillac's De Ville convertible still used a conventional rear-wheel drive chassis of 129½-in. wheelbase, though this dimension was just about the only one that wasn't on the up. Between '67 and '68 the cars acquired an extra 6½ inches of hood, while piston displacement rose from 429 to 472 ci. Integration was carried a step further by parking the windshield wipers out of sight, where they sometimes stayed, thanks to snow and fall leaves. Convertible production stayed steady at around 18,000 units a year.

Front wheel drive or; what Oldsmobile thought last year Cadillac thinks today. Their first (1967) new generation Eldorado Fleetwood hardtop came a year behind the Olds Toronado, and was built on similar principles. Oldsmobile, however, didn't include such refinements as variable ratio power steering and automatic level control, and though the new Cadillac shared its body with the Olds and Buick's Riviera, it was still every inch a Cadillac. An impressive hood meant more than compact dimensions, so a short wheelbase did not make for a much smaller car. The 'formal' roofline presaged the hardtops of the '70s. Power front disc brakes were standard from the start.



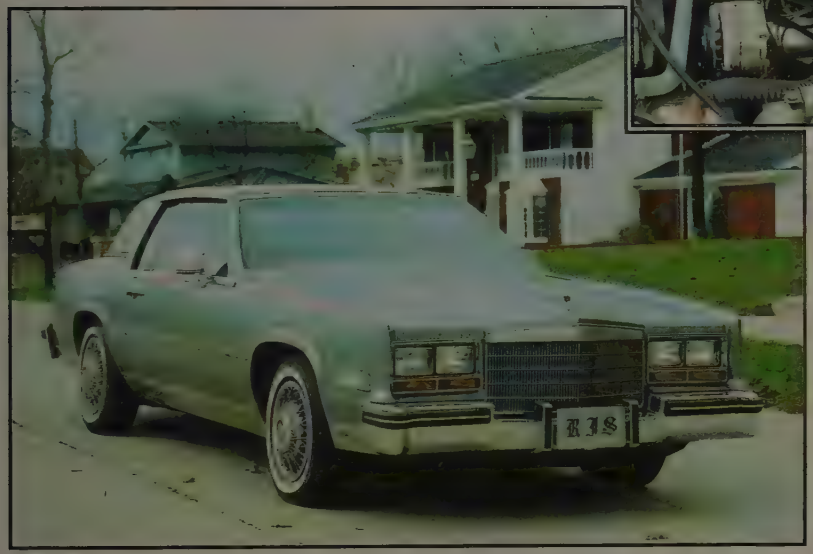
A mid-1975 introduction, the Seville *above and top* marked a return to compact proportions and a hint of the European idiom not seen since the days of the original Sixty Special. Its overall dimensions – a wheelbase of 114 in. and a length of 204 in. – were modest, while fuel injection was standard. By 1979, when this car was built, all-disc brakes were standard, too, and you could have your Seville with gasoline or diesel V-8 motors, the latter made by Oldsmobile.

Previous pages two magnificent Eldorado convertibles. The gleaming white limited edition *left* is one of only 200 to have been produced. Destined to be the last of Cadillac's long line of convertibles, these white cars were given red and blue trim in honor of America's bicentennial celebration. *Right* an impressive 1971 front wheel drive model powered by the monstrous 8.2 liter engine.

Twilight of the giants: the 1977 Fleetwood Eldorado *below, bottom and facing page* was still a very big car, 224 in long and turning the scales at 4,955 pounds. Like all that season's full size Cadillacs, it used the 425 ci V-8, but it was now offered only as a pillared hardtop coupé, an extension of the original 1967 stylistic theme, but with the latest coffin-nose hood. Surprisingly, the 425 would continue into 1979, though by this time there'd be a diesel Eldorado as well.

Light can have curious effects – all these pictures show the same car, a 1980 Cadillac Seville Elegante sedan in two-tone metallic silver. It features front wheel drive and all-disc brakes, with a choice of either a 368 ci gasoline or 350 ci diesel V-8 motor.

Engineering rationalisation at General Motors threatened to jeopardize Cadillac's individuality. The bustle-back, razor-edge sedan body was, however, peculiar to Seville. It is curiously reminiscent of Hooper's early post-War Rolls Royce.



1981 Eldorado Biarritz coupé, now on the Seville's short, 114-inch, wheelbase and weighing under 4,000 pounds. The big news here was Cadillac's 'modulated displacement' motor *center,* automatically set up to run on four, six or eight cylinders according to road conditions. It was still a large engine (368 ci) but it is perhaps significant that in 1982 its use was restricted to the big 75 limousine.

Overleaf, left the Cimmaron – General Motors' J car and the first four cylinder car in over 70 years to bear the Cadillac name. *Overleaf, right* the 1981 Fleetwood Brougham. Engine options included the standard V8 as well as the firm's first-ever 6, built by Buick.

Copyright ©1988 by Colour Library Books Ltd.,
Guildford, Surrey, England.
First published in USA 1988
by Exeter Books
Distributed by Bookthrift
Exeter is a trademark of Bookthrift Marketing, Inc.
Bookthrift is a registered trademark of Bookthrift Marketing, Inc.
New York, New York
All rights reserved
ISBN 0-671-09397-5
Printed in Spain by Cromion, S.A.

Titles in this series:

Mercedes
Jaguar
American Classics
Cadillac

AN EXETER BOOK

Printed in Spain

ISBN 0 671 09397 5

C0-AXZ-981